

ABSTRACT

If a display is subjected to n line dot inversion drive control, the polarity pattern of sub-pixels is shifted line by line in a cycle of n frames. Furthermore, in every n horizontal scanning periods in which the polarities of output terminals of a source driver are switched, at least two of the output terminals are short-circuited to carry out electrical charge recovery. By using these methods, it is possible to achieve a reduction in power consumption while improving image quality.